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Engineering Co., Ltd.
Engineers and Contractors
Pantheon Block, Honolulu, T. H.
Telephone 2610 and 4587.

M'CHESNEY COFFEE CO.
COFFEE ROASTERS
Dealers in Old Kona Coffee
MERCHANT ST., HONOLULU

WIRE FENCES AND GATES
The very best for every use.

J. C. AXTELL'S
Alakea Street

SPECIAL SALE
Grass Linen and Pongee Waist
Patterns
YEE CHAN & CO.
Corner King and Bethel Streets.

CURIOS, JEWELRY AND NOVELTIES
HAWAIIAN JEWELRY NOVELTY CO.
King and Bethel Streets.

JAMES NOTT, Jr.
Plumber and Sheet Metal
Worker.
Phone 2566 74 S. Beretania

Reliable Transfer Co.
PHONE 5319
Bethel St., bet.
King and Hotel Sts.

Economize in everything—
Use White Wings.
At Your Grocers.

RE-TIRE AND SUPPLY CO.
GUARANTEE
SATISFACTION.
Corner Nuuanu and Pauahi Sts.

FONG INN & CO.
Antiques and Chinese
Merchandise.
Nuuanu, above Pauahi.

Suggestions and design for
RESETTING AND REMODELING OLD JEWELRY.
Gold and Platinum Settings.
WALL & DOUGHERTY.

Territorial Agents for—
STANDARD GAS ENGINES

Honolulu Iron Works Company

D. J. CASHMAN
TENTS AND AWNINGS
Used Tents & Canopies for Rent
Thirty Years' Experience.
Fort St., near Allen, upstairs.
Phone 1467.

HAVE YOU HAD YOUR FEET
"FOOTGRAPHED" YET?

REGAL BOOT SHOP
Fort and Hotel Streets

PAPER
All kinds of Wrapping Papers and
Twines, Printing and Writing Papers
AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.
Fort and Queen Streets, Honolulu
Phone 1418. Geo. G. Guild, Gen. Mgr.

The HUB
for Clothes

WIRELESS
MUTUAL TELEPHONE CO., LTD.

PACIFIC ENGINEERING COMPANY, LTD.
Consulting, Designing and Constructing Engineers.
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

STEINWAY
Bargains in Other Pianos
PLAYER PIANOS.
THAYER PIANO CO., LTD.
156 Hotel Street. Phone 2313.

H. E. HENDRICK, LTD.
Merchant and Alakea

HOTEL STEWART
SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Broadest View, Lunch \$1.00, Dinner \$1.00
Most Famous Hotels in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as
Hawaiian Island Headquarters. Cable
address "Stewart" A. B. O. Code.
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near depot;
grand scenery; fine bass fishing.
For particulars address E. L. KRUSE,
Wahiawa. Phone 0393.

Seaside Hotel
CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

CORAL GARDEN HOTEL
See the Wonderful Marine Pictures
in KANEHOE BAY—
Glass-bottomed sail and row-
boats for hire—Good Meals
Served.
A. L. MacKAY, Proprietor.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rates That Are Right—
American and European Plan
"On the Beach at Waikiki"

SHOE
Best
grade
of work
done on
Men's,
Women's
and Children's
Shoes.

Manufacturers' SHOE STORE

LAUNDRY—
MESSINGER BOY
PHONE 3461

SILVA'S TOGGERY
Limited
"THE STORE FOR GOOD CLOTHES"
Elke Building. King Street.

Pure Ice
Delivered in any quantity at any
time. Phone 1128.
OAHU ICE CO.

The Wall Paper House
OF HAWAII.

LEWERS & COOKE, LTD.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.
KERSHNER VULCANIZING CO., LTD.
1177 Alakea St. Phone 2434.
Flek and Miller Tires.

MILNERNY PARK
Elegant Lots.

CHAS. S. DESKY, Agent
Merchant, near Fort

MILLINERY

HONOLULU HAT CO.
Hotel St., near Bethel St.

THE IDEAL PLACE TO BUY CLOTHES.

THE IDEAL
Hotel Ewa Fort

Canton Dry Goods Company
Hotel St., near Bethel St.

Home Course in Advertising

Take Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School
IN 90 CHAPTERS COPYRIGHT 1915 BY ALEX F. OSBORN A CHAPTER A DAY



PURPOSES OF THE COURSE—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER IX.

HOW TO ADVERTISE SOMETHING "UNKNOWN-BY-BRAND."

Now we come to the class of the "Unknown-by-Brand." Into this pigeon-hole will go the army of names which have become practically a part of the nation's vocabulary. "Uneda" biscuit comes under this class, "Sapolio" and all the other well-known cleaners. This classification "Unknown-by-Brand" may therefore appear paradoxical in name. But it is so called to suggest that there is nothing "Unwanted" about that kind of article, and that the sole object of the advertising is to change "Unknown-by-Brand" into "By Brand, Well-Known." Therefore all products whose utility and general properties are utterly familiar, and which are actively wanted—yes, **NEEDED**—fall under this heading. They require no educational work. They simply seek popularization, which presentation of name through newspaper reiteration can provide.

You don't have to tell the public that "Sapolio" is a cleaner. You need not play up the advantages of keeping the steps in front of your home well scoured. Your only task in advertising a certain brand like this (which is part of a species recognized as a necessity) is to make the name of your particular kind so well-known that automatically the woman on going into the store for something of that kind will specify your special brand.

GENERAL ANALYSIS OF PRODUCT AND PROSPECT

(Non-advertisable articles, and those advertisable only on price not included)

Class of Product	If the Article Itself be "Unknown and Unwanted"	If the Article be "Half Known and Half Wanted"	If it be Needed, But is "Unknown as to Brand"
HOW TO SECURE PROSPECT'S	CLASS A	CLASS B	CLASS C
(1) Attention	Suggest Novelty	Show Necessity	Emphasize Name
(2) Desire	Describe Virtues	Explain Details	Repeat Suggestion
(3) Action	Offer Further Information	Prove Its Profitability	Secure a Trial Use First
HOW TO APPEAL TO PROSPECT'S SUSCEPTIBILITIES	CLASS A	CLASS B	CLASS C
(1) Business	Show How to Make Money	Show How to Save Money	Show It Costs No More
(2) Pleasure	Invite to Be One of the "Few"	Suggest Policy of Internal Economy	Intimate That "It's Fun to Try It"
(3) Weakness	Give it Flavor of New Toy	Argue They'll "Get It Eventually"	Inquire "Why Not Change?"
IN APPLYING ABOVE, TRY TO USE BY WAY OF	CLASS A	CLASS B	CLASS C
Copy	Reason-Why With Thorough Arguments	Reason-Why With Combined With Display	Publicity—With Display Paramount
Medium	Closely Read—Such as Newspapers	Read—Such as News-papers or Magazines	See—Newspapers or Other Mediums

In other words, the element which you should emphasize in order to gain attention should be the name itself. You may build up its attention value as Artemus Ward enhanced that of Sapolio by connecting it up with so many different things as to make the name each time enjoy the notice that novelty always elicits. And where the chief task is the building up of a special brand of a needed commodity, you can create desire simply through repetition. You must drum the name in—time after time—until finally, by newspaper suggestion, you get the housewife to ask for your brand—instinctively—rather than for the one that your competitor has to sell.

Tomorrow's chapter will be: "How to Find the Appeal of Something 'Unknown-by-Brand.'"

LONDON'S ANTI-TREATING LAW HELPS TO KEEP WOMEN SOBER

(By Associated Press.)

LONDON.—The no-treating law now enforced in the London district will from present indications greatly decrease drinking among women, for it is among the women of the lower classes that treating is the most prevalent. Even in the most poverty-stricken slums of the East End, a woman who drinks by herself is considered mean, greedy and unsocial and she is accordingly ostracized. The only social life among these women is at the public houses. At all times of the day, they may be seen around the bars or in the street in front with beer glasses in hand. Since the law prevents minors entering the bars, the women with babies in their arms stand outside for their drinks. But often children tend to the babies while the mothers and grandmothers are inside.

The no-treating order went into effect in the West End and in the more respectable parts of London without a protest. It was taken as a joke, and the public houses were crowded with men buying their last treat. But in the East End, actual resentment was felt, chiefly among the women. They regarded it as a blow at their main source of amusement.

Settlement workers count on taking advantage of the new liquor regulations by starting more social halls. A number of these are in operation in the slums now, and their popularity is growing. They were especially designed for soldiers and their girls as a cheap place to spend an evening. The halls are provided with pianos and games, and tea and other soft drinks are sold at cost price. Heretofore, the saloon, or "pub" has been the only social meeting place for the people of the slums, who are glad to escape their own dismal tenements.

The relative values of various kinds of coal are determined by X-rays with a method invented by French scientists.

INDIAN BREAKS PROMISE TO GO ON RESERVATION

Piute General Scott Arrested
Traveling With Band of Renegades

DENVER, Colo.—Tse-Ne-Gat, the Piute Indian who was tried in Denver for the murder of Juan Chacon, a Mexican, did not go back to the government reservation as he promised he would. Instead he has joined his father and other renegade Utes and is in the mountains in the vicinity of Bluff, Utah, where they made their stand against federal officials who tried to arrest Tse-Ne-Gat.

The young Indian was kept in St. Anthony's hospital while in Denver because he was said to have tuberculosis. Travelers who have seen the Piute recently say that his physical improvement has been marked, but that his disposition is bad, his temper worse.

A Cortez storekeeper told a traveling man who was there recently that when Tse-Ne-Gat was passing through Cortez on the way to meet his family he "acted like the lord of creation." Tse-Ne-Gat is said to have ordered the storekeeper to hand him a glass of water, brandishing a gun.

The gun, according to the traveling man's tale, had no terrors for the storekeeper, and instead of obeying the commands of the Indian, he pulled two six-shooters and proceeded to "lecture" Tse-Ne-Gat. The storekeeper told the Indian that he had read much of how flowers and red neckties and the luxuries of life had been his in Denver, but that if he thought attentions of that kind meant freedom to bully and coerce in the Cortez country, Tse-Ne-Gat and his whole tribe were mistaken.

The Indian skulked away and was out of town by noon.

It is known that Major General Scott, who was instrumental in causing the arrest of Tse-Ne-Gat without trouble, is displeased with the Piutes because they have not lived up to their promise to him to go on the reservation and be "good" Indians the rest of their lives.

GERMANY PLANNING AGGRESSIVE TRADE CAMPAIGN AFTER WAR

WASHINGTON, D. C.—Preparations already under way in Germany for an aggressive trade campaign to be waged in South America at the close of the war, according to a report of the American Association of Commerce and Trade in Berlin, made public here by the bureau of foreign and domestic commerce. German manufacturers, the report says, have organized a "trade league for South America," headed by Dr. Bernhard Dernburg, who attracted much attention in the United States last spring by his activities as an exponent of German opinion.

The bureau of foreign and domestic commerce has for the past year conducted a vigorous extension campaign in South America. A dozen special commercial agents have toured the southern continent, and since the beginning of the European war aggressive steps have been taken to secure for manufacturers and merchants of the United States the markets left vacant by the belligerent countries. Bankers have established branches in various South American cities and already the trade of the United States with South and Central American countries shows a steady increase.

Mrs. Edgar Studley of Guilford, was instantly killed when she was thrown from a carriage in which she was driving with her daughter, Mrs. Addie Wall.

Ordinary receipts of the Federal government increased about \$11,000,000 during October, compared with that month last year, their total being \$55,343,113.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Wednesday, Nov. 24.
Kauai—W. G. Hall, I. I. str.
Thursday, Nov. 25.
Maul—Claudine, I. I. str.
Friday, Nov. 26.
San Francisco—Shinyo Maru, T. K. K. str.

VESSELS TO DEPART

Wednesday, Nov. 24.
Hilo—Mauna Kea, I. I. str.
Thursday, Nov. 25.
Kauai—W. G. Hall, I. I. str.
Friday, Nov. 26.
Yokohama—Shinyo Maru, T. K. K. str.
Maul—Claudine, I. I. str.

TRANSPORT SERVICE

Logan, at coast.
Thomas, left here Nov. 15, for Guam and Manila.
Sheridan, now at coast.
Dix, now at Seattle.
Warren, in the Philippines.
Buford, at Cristobal.

MAILS

Mails are due from the following points as follows:
San Francisco—Shinyo Maru, Nov. 25.
Yokohama—Chiyo Maru, Nov. 25.
Australia—Ventura, Dec. 2.
Vancouver—Niagara, Dec. 1.
Mail will depart for the following points as follows:
San Francisco—Shinyo Maru, Nov. 26.
Yokohama—Shinyo Maru, Nov. 26.
Australia—Niagara, Dec. 1.
Vancouver—Makura, Dec. 10.

OCEANIC STEAMSHIP CO.

8 1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:
Ventura Dec. 3
Sonoma Dec. 28
Sierra Jan. 18
Ventura Feb. 8

FOR SYDNEY:
Sonoma Nov. 23
Sierra Dec. 13
Ventura Jan. 3
Sonoma Jan. 24

G. BREWER & COMPANY, LTD., General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:
S. S. Wilhelmina Nov. 23
S. S. Manoa Nov. 30
S. S. Matsonia Dec. 7
S. S. Lurline Dec. 14

FOR SAN FRANCISCO:
S. S. Lurline Nov. 23
S. S. Wilhelmina Dec. 1
S. S. Manoa Dec. 7
S. S. Matsonia Dec. 15

S. S. Hilenian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:
S. S. Shinyo Maru Nov. 28
S. S. Chiyo Maru Dec. 24
S. S. Tenyo Maru Jan. 14

FOR SAN FRANCISCO:
S. S. Chiyo Maru Nov. 28
S. S. Tenyo Maru Dec. 21
S. S. Nippon Maru Jan. 8
S. S. Shinyo Maru Jan. 18

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TWENTY-FOUR DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. MINNESOTAN, to call on or about December 15.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver:
Makura Dec. 10
Niagara Jan. 7

For Suva, Auckland and Sydney:
Niagara Dec. 1
Makura Dec. 28

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE TO THE MAINLAND

Same Rate San Francisco Same Rate Los Angeles

THE FLOATING PALACE OF THE PACIFIC

"S. S. GREAT NORTHERN"

The Fastest and Most Luxurious Ship in Pacific Waters.

—FOR THE MAINLAND—

Leave Honolulu Dec. 8, Dec. 26, Jan. 15, Feb. 4, Feb. 26

Arrive San Francisco Dec. 11, Dec. 31, Jan. 20, Feb. 9, Feb. 2

One Way \$65 and TOURIST \$45 and STEERAGE \$35 ROUND TRIP \$130 and FARE \$130

FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC., FRED L. WALDRON, LTD., Agents :: :: Honolulu

Same Rate San Francisco Same Rate Los Angeles

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